

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

November 5, 2012

Call to Order and Roll Call

The first meeting of the Education and Outreach Subcommittee was held on Monday, November 5, 2012, at 3:00 p.m. in the Small Conference Room at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 3:07 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Gabriela Alcalde (by phone), and David H. Allgood (by phone).

Staff Present: Reina Diaz-Dempsey, Miriam Fordham, Wanda Fowler, Kris Hayslett, Bill Nold, Brenda Parker, Jean Klinge, and Brian Staples (DOI).

Addition of New Members

The new subcommittee members were introduced: Andrea Bennet, Dr. Julia Costich, Ann Hadreas, Kathy Wheeler, and Bill Wagner. Tina McCormick, Jodi Mitchell, Tamela Pumphrey, Rick Seckel, and Given Marcus Woodward were not present at the meeting.

Office of the Kentucky Health Benefit Exchange – Work to Date.

Bill Nold, Deputy Executive Director, Office of the Kentucky Health Benefit Exchange, briefed the subcommittee members on the office's work in the area of education and outreach. Staff from the Office of the Kentucky Health Benefit Exchange (KHBE) has met with interested groups and made presentations-at conferences upon request. The KHBE has contracted with Doe-Anderson, a marketing vendor, which has an existing contract with the Cabinet for Health and Family Services, to establish the branding and marketing plan for the KHBE. The marketing plan will be provided to the subcommittee members for review and comment.

University of Kentucky Outreach and Education Report

The KHBE contracted with the University of Kentucky (UK) to conduct a market analysis and an environmental scan to develop an education and outreach plan. Dr. Julia Costich, representing the University of Kentucky, College of Public Health, summarized the results of the analysis and recommendations from the UK report, discussed marketing plans in other states, and suggested utilizing NASCAR and other athletic events to attract the hard to reach "young invincibles" population in a positive atmosphere.

Update on Design Review

Mr. Nold reviewed the Blueprint requirements in Section 2.0, Consumer and Stakeholder Engagement and Support. Mr. Nold stated that Kentucky will be presenting Design Review artifacts later in the week to the Department for Health and Human Services for Sections, 2.1, Stakeholder Consultation Plan, and 2.3, Outreach and Education Plan.

Other Business

Subcommittee members requested that a representative from Doe-Anderson be present at the next subcommittee meeting. Additionally, members suggested that the marketing plan be designed with performance goals or measures in order to identify the effectiveness of the campaign and make necessary adjustments if needed.

The next meeting of the subcommittee is scheduled for 1:30 p.m. on Monday, January 14, 2013, at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 4:30 p.m.